

ABSTRACT OF THE DISCLOSURE

[00100] A computerized process for measuring the value or performance of an organization or intangible asset provides a graphical illustration of the performance or value of an asset, preferably by (1) establishing first and second variables related to the value of the intangible asset of interest, (2) establishing a matrix of performance criteria (3) establishing a series of performance criteria statements for each performance area probative of the value of the first and second variables, (4) using a computer to calculate first and second total scores based upon the extent to which individual statements accurately describe the intangible asset of interest, (5) using a computer to generate a chart having a first axis relating to the first variable and a second axis relating to the second variable, (6) using a computer to plot a point on the chart, the point being located at coordinates corresponding to the first and second total scores, respectively, 7) repeating the above for underlying matrices, with each underlying matrix representing a cell in the original matrix of performance criteria, and (8) using the chart in making at least one decision regarding the value of said intangible asset of interest.